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ABSTRACT

This study surveys the current involvement of public libraries in the provision of information and referral services to the communities they serve. Data were gathered via questionnaire from 125 public libraries nationwide to ascertain their level of involvement in advocacy, case management or tracking, direct client interviewing, escort services, service evaluation, follow-up, information dissemination to agencies, public information, referral, and statistical reporting. The remainder of the data concerns funding, staff, administrative position, limitation of service, budget, serviced area, hours of service per week, and service influence on overall library usage and goals. A literature review and a description of the study's methodology precede a summary of findings. Appendices include samples of cover letters mailed to libraries, a sample questionnaire, a list of libraries responding to the survey, and a selected bibliography. (FM)

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INFORMATION AND REFERRAL SERVICES IN PUBLIC
LIBRARIES: A SURVEY

by

Nancy A. Mashuda

A Seminar Paper Submitted
in Partial Fulfillment of the Requirements
for the Degree of

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at

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The library's eagerness to ally itself with any and all movements for the betterment of the community and the many ways in which this has been manifested are too well known to need more than passing comment. That the library should desire to be vitally connected with social work--the great movement of this century is obvious--that many libraries are not so connected is quite plain.

F. W. Jenkins, from the speech
"The Library and the Social
Worker," read before the New York
State Library Association meeting
in New York City, September 28,
1911.

TABLE OF CONTENTS

LIST OF TABLES	Page iv
CHAPTER I - INTRODUCTION	1
Information and Referral	1
Definitions.	2
Statement of the Problem	5
Purpose of the Study	6
Limitations of the Study	7
Background	7
CHAPTER II - REVIEW OF THE LITERATURE.	15
CHAPTER III - THE STUDY.	20
Methodology.	20
Findings of the Study.	21
CHAPTER IV - SUMMARY	43
APPENDIX A: LETTER SENT TO THE STATE LIBRARIES.	46
APPENDIX B: THE QUESTIONNAIRE	47
APPENDIX C: LETTER SENT TO INDIVIDUAL LIBRARIES	55
APPENDIX D: LIST OF I & R LIBRARIES RESPONDING TO THE SURVEY	56
SELECTED BIBLIOGRAPHY.	62

LIST OF TABLES

	Page
1. Extent of the Library's Involvement in Advocacy . . .	22
2. Extent of the Library's Involvement in Case Management.	23
3. Extent of the Library's Involvement in Direct Client Interviewing	24
4. Extent of the Library's Involvement in Escort	25
5. Extent of the Library's Involvement in Evaluation . .	26
6. Extent of the Library's Involvement in Follow-Up. . .	27
7. Extent of the Library's Involvement in Information Dissemination	28
8. Extent of the Library's Involvement in Outreach . . .	29
9. Extent of the Library's Involvement in Referral . . .	30
10. Extent of the Library's Involvement in Reporting. . .	31
11. Extent of the Library's Involvement in Funding. . . .	32
12. Extent of the Library's Involvement in Long-Range Funding	33
13. Extent of the Library's Involvement in Operating Budget for 1978	34
14. Extent of the Library's Involvement in Geographic Area.	35
15. Extent of the Library's Involvement in Hours of Service	35
16. Extent of the Library's Involvement in Staffing . . .	36
17. Extent of the Library's Involvement in Administration.	37
18. Extent of the Library's Involvement in Resource File.	38
19. Extent of the Library's Involvement in Types of Information	39
20. Relationship of I & R to Other Library Activities . .	40
21. Growth of Public Library I & R Services	40
22. Future Plans for I & R Libraries in 1979.	41

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To my mother who never lost patience with me during these past two full and very busy years. I thank her for gracious understanding and constant encouragement, both of which have already been ample for a lifetime.

CHAPTER I: INTRODUCTION

Information is a prerequisite for freedom as well as a basis for the maintenance of that freedom. In a free and complex society, such as that found in the United States, access to information services is not only essential to business, science, and government, but also to the everyday lives of its people.

Information and Referral

During the past fifteen years, a new kind of social service has burgeoned on the American scene, one commonly referred to today as "Information and Referral" (I & R). What had originally been intended to improve record keeping for charities in the 1870s, then to assist veterans and their wives after World War II, and finally the aged or disadvantaged through the Department of Health, Education, and Welfare, has expanded to help all segments of society.¹ United Way of America, the National Easter Seal Society, and state and local governments have sponsored I & R centers. Legal, medical, financial, recreational, environmental, political, consumer,

¹Nicholas Long, "Information and Referral Services: A Short History and Some Recommendations," in Information for the Community, ed. Manfred Kochen and Joseph C. Donahue (Chicago: American Library Association, 1976), pp. 56-58.

and job information are common areas of human concern, many of which are included in information files, basic to the heart of I & R structure.

Some of the functions which I & R centers may perform include:

1. Development and updating of files about community resources in the area of human services
2. Provision of telephone information about resources and formal referrals to service agencies
3. Follow-up functions with clients and agencies to determine if the service was received, and provide case advocacy if the service was not obtained and the client still requests it
4. Counseling or casework services, escort services, and outreach or case-finding services
5. Participation in community education
6. Preparation of statistical reports on service requests for other agencies and research of community needs to help planners
7. Planning for new service program development

Definitions

I & R contains some basic related terms which are defined in the following paragraphs.²

²Dorothy Turick, "Definitions of Information and Referral," Library Journal, Special Report, no. 5 (1978), pp. 20-21.

I & R Activity: An information and referral activity is the process of giving someone information about, or referring him/her to a public or private community agency or to some individual who may be able to render some needed service. The activity is carried out by a paid or voluntary agency staff person on behalf of someone needing the service. The activity may represent the only contact between the two people, or it may be an activity secondary or supplemental to other primary services.

Information Reference: I & R activity presupposes the availability of community resource materials for reference purposes. Without an information base, the I & R activity would have no validity. Resource information is maintained in a variety of ways, any of which are acceptable to the definition of I & R. These include case files and notebooks maintained by agency staff and resource directories. In the future, there will be more reliance on computerized access to such information via CRT terminals.

Referral: Referral activity always involves a written or telephone contact with the referral agency by the person making the referral. Referrals are made in response to a request for a referral to a specific agency; or in response to a request for a referral to a type of service; or at the end of an interview-assessment discussion, when it is determined that a referral to a specific agency may be appropriate. A

referral requires significantly more time and work than does the rendering of information. Numerous phone calls may be required in the search for an agency or agencies with a combination of attributes best suited to respond to a specific set of problems. Factors to be considered include services and programs, fees, waiting period for service, and location.

Resource File: The resource file is an organized, cross-indexed file of all services and programs in the area covered by the center. This file is updated and modified on a continuing basis. The initial development of such a file usually requires from three to six months, depending on the number of resources and the personnel available.

Follow-up: For purposes of definition, complete follow-up is restricted to those calls for which a referral is made. Follow-up requires contact with both the inquirer and the agency to which he was referred, in order to determine whether he made contact with the agency, whether the referral was appropriate, and whether the inquirer received the service requested. Partial follow-up with inquirers alone might be carried out for those individuals who were given only direction or steering, not formal referral.

Escort: Escort services consist of two components: first, the provision of transportation for initial interviews with other agencies, and second, the provision of a temporary companion to help the inquirer complete forms and answer

questions at the service agency in the initial stages of contact.

Outreach: Outreach is a case finding activity in which the I & R center reaches out into the community to stimulate the use of existing programs and services by those who are not currently using them.

Statement of the Problem

As funding for I & R services rendered by social service agencies diminished, some public libraries came to the rescue to provide a cohesive means of linking people with information. The incorporation of I & R as a parallel service with their traditional library materials reference research services has been evolving as a means whereby the public library becomes the comprehensive community information center. The library has entered I & R as a cooperative and complementary participant and has been working toward establishing itself as the general information base and equal partner undergirding the specialized I & R agencies. While many agencies distribute information, these libraries believe that they are unique in American society, able to combine the following features:

1. Public libraries are in principle impartial, being dedicated to the interests of society as a whole, rather than a particular element of society
2. Their primary function is to provide information and informational materials

3. They exist to serve the entire community
4. They are already specialists in collecting, organizing, and retrieving information
5. While generally supported by public funds, the library's customary form of governance provides some means of freedom from direct or partisan political control
6. Exclusive of police and fire departments, the library is generally the most accessible institution. The library has many community branches and is open long hours

Because it is essential for librarians in every area to be aware of current trends developing within their profession, it is imperative for them to become familiar with the background and current status of public library I & R facilities. A study of the development of the I & R function in public libraries will promote not only for librarians, but also for any other professionals interested in the betterment of human services, a clearer understanding of the potential for this unique service.

Purpose of the Study

In some libraries I & R services are on a tentative and timid scale. In some they are elaborate and ambitious. The following study will survey the current involvement and trends of I & R services in individual public libraries in the United States, and forecast future directions.

Limitations of the Study

In order to obtain the names of libraries possibly involved in I & R service, the fifty state library agencies were consulted by letter, and then by a follow-up telephone call, if necessary. No national I & R directories were consulted. Local libraries, however, do not always share their innovations with the state library agency. Moreover, libraries providing the service on a nationally recognized basis, such as the Detroit Public Library, failed to return their questionnaire, thus, causing some distortion in the survey.

Background

Books and journal articles abound in the library literature of the 1970s discussing the pros and cons of public libraries as I & R centers. In 1979, however, I & R in public libraries is generally accepted. Recently the American Library Association, Reference and Adult Services Division, made a commitment to information services.³ Many librarians also have joined and become professionally involved in such national organizations as the Alliance for Information and Referral Services.

The development and background discussion of the I & R concept came from outside the library field. From 1969 to

³American Library Association. Reference and Adult Services Division. Standards Committee, A Commitment to Information Services (Chicago: American Library Association, 1976).

1975, an interdisciplinary institute in Minneapolis, called InterStudy, developed and refined methods of providing sophisticated I & R functions. The funding came from grants from the Administration on Aging, Office of Human Development under the auspices of the Department of Health, Administration and Welfare. Dr. Nicholas Long was the director. A series of manuals providing practical, informative guidelines for the delivery of I & R services was published.⁴ A similar grant was extended to the Information Center at Hampton Roads in Virginia under the direction of Frances Gilbert.⁵

Even though guidelines for service were established by those outside the public library community, librarians, as well as others in I & R organizations are looking toward the development of certification standards in relation to staff training. Various library schools are designing programs to prepare students for information and referral careers. For example, the curriculum at the University of Toledo consists of three parts:

⁴Nicholas Long, I & R Centers: A Functional Analysis, 1971; WIS: An I & R Network, 1972; I & R Services: An Annotated Bibliography, 1972; and the I & R Services series: Notes for Managers, Information Giving and Referral, Follow-up, The Resource File, Reaching Out, Volunteer Escort Services, The Role of Advocacy, A Training Syllabus, Evaluation Design for a Network Demonstration, and A Guide for State and National Administrators (Minneapolis, Minn.: InterStudy, 1971-1975).

⁵Frances B. Gilbert et al., Information and Referral, How to Do It. 4 parts. (Norfolk, Va.: Information Center of Hampton Roads, 1975).

1. Knowledge about how public information is collected, organized, retrieved, and disseminated in this society

2. Behavioral science knowledge about community organizations, their information needs, the social and political environment in which they exist as well as mass and interpersonal communication processes

3. Field work as information service people, beginning with work on a particular agency problem, through a twenty-hour week volunteership with an agency, and culminating in paid internship with a community organization.⁶ The Library Science Schools at Syracuse University, Case Western Reserve, and the University of Maryland have similar curricula.⁷

William Miles reiterates the need for I & R specialists to be trained to obtain information from even "unholy sources."⁸ Even librarians in the field should return for in-service, Harvey Licht contends, because neighborhood information services and added communication skills required are preparations distinct from the library reference courses.⁹

⁶Miles W. Martin, Jr., "Formal Education for Community Information Work," Drexel Library Quarterly 12 (January-April 1976): 162.

⁷Dorothy Turick, "Education and Continuing Education," Library Journal, Special Report, no. 5 (1978), pp. 48-49.

⁸William Miles, "From Prostitutes to Meter-Maids--Unholy Sources of Urban Information," RQ 15 (Fall 1975): 13-18.

⁹Harvey A. Licht, "The Information Professional and the Neighborhood Information Service," Special Libraries 67 (March 1976): 121-26.

Columbia University has a Community Media Librarian Program (COMLIP) which attempts to bridge the gap between typical middle-class librarians or students and the public with whom they work and serve.¹⁰

In January of 1979 AIRS sent out a questionnaire to its membership asking for suggestions to establish standards of accrediting I & R organizations and certifying individuals. The results of this survey will be discussed at a future conference.

At the other end of the spectrum are those who contend that a high school education is sufficient background to qualify a candidate as an I & R worker or that volunteers can carry out services adequately, maintaining that these staff members have a sincere concern for their clients and have some professional supervision.

There are other issues public libraries still need to clarify in future discussions. Foremost is the distinction of I & R services from reference service. The experience of I & R personnel at the Detroit Public Library's I & R center, known as "The Information Place" (TIP), reports:

We ask whether some people cry and embrace librarians when they come across. The answer is yes, they do; and we can believe it. . . . [I & R] treads that thin line between information and counseling or comes deliciously

¹⁰Miriam Braverman and Evelyn Geller, "Special Report: The COMLIP Experiment: Training Librarians in the Groves of Academia," American Libraries 6 (July-August 1975): 428-30.

close to advocacy and social action without actually crossing that line.¹¹

Joseph C. Donahue likewise concludes that the Public Information Center (PIC) at Enoch Pratt in Baltimore is not the renaming of a kind of information desk. Neither was it intended to duplicate the existing library function, concerned with the care and use of collections. Rather, it was planned to provide exact, accurate and timely information regardless of where the information was to be found.

For example, it would answer questions that require further inquiry to other agencies, rather than merely relying on documentary materials. It would help people to get in touch with agencies or organizations that could provide substantive help beyond the capabilities itself.¹²

Carolyn Luck and Robert Croneberger speak of the only clear distinction between reference and referral as depending on the nature of the outcome, that is, by the service rendered, whether it is giving information only or referral to an agency for service.

The subjects which I & R centers deal with in public library settings is ordinarily broader in scope than what a library reference desk alone can handle. Finding answers to

¹¹ Arthur Plotnik, "Summing Up after Three Years: The Success of Information and Referral Services in the Five-City Neighborhood Information Center Project," American Libraries 6 (July-August 1975): 412.

¹² Joseph C. Donahue, "Planning for a Community Information Center," Library Journal 97 (15 October 1972): 3284.

inquiries often involves more than a short visit to reference shelves.

It means tapping less traditional resources: people and publications from a community's agencies and groups plus special files kept by an I & R staff filled with medical, legal, educational, and governmental information.¹³

Another area of much discussion among library personnel is the appropriateness of libraries assuming the responsibilities of social workers. Undoubtedly the process of the information and referral functions is similar to social work: active listening, appropriate questioning, and selection of resources to meet identified needs.¹⁴ The purpose of the library and social service agency is identical, that is, to make information collected known and available to potential users. Both need the strong support of government leaders, community groups, and the clients themselves.¹⁵ Librarians can and do provide information "only" and the information and referral (linking) service. The individual who requires advice, counseling, or diagnosis will be referred by the librarian to the professional at the appropriate agency which can help.

¹³Eleanor Touhey Smith and Pauline Winnick, "Your Library: Neighborhood Ombudsman," American Education 12 (November 1976): 6.

¹⁴Carolyn Luck, "Staff Training for the Information Center," Drexel Library Quarterly 12 (January-April 1976): 70.

¹⁵John M. Boyle, "Urban Information Systems: A Social Science Perspective on Their Design and Implementation," Drexel Library Quarterly 12 (January-April 1976): 32-34.

Finally in regard to the relationship between libraries and social service agencies, it is of paramount importance to have full cooperation. Partnership in the I & R services not only joins social workers and librarians, but lawyers, counselors, and others who are all working to serve the public.¹⁶

Concerning the kinds of information available through I & R centers in libraries, most authors note that the information provided covers a rather comprehensive range of subject matter, but especially emphasizes programs in the "human services." There are some specialized information centers in libraries. Some are servicing health, consumer, city government, or job information needs. Some libraries specialize in services to particular groups, such as children or the aging.

Library literature has also stressed the need for public libraries, even before planning to initiate I & R services, to take a hard look at the communities they plan to serve. Studies are needed to see if another group is already performing the service, such as state or county welfare departments, a community mental health center, a volunteer center, or chamber of commerce.

The next step, once the library staff sees the need to establish an I & R center, would be to receive endorsement and

¹⁶Bernard A. Margolis, "Symbiosis in the Provision of Information and Referral Services," notes presented to AIRS. (Mimeographed.)

support from community leaders verbally as well as financially.¹⁷ The funding element is essential. The lack of it caused the demise of former I & R centers, for example, those set up by HEW grants. Use of a computerized data file will require even more funds. Moreover, libraries must take a look at their available monetary resources and ask themselves about priorities: for example, do citizens really need the latest best selling fiction title as a first priority? The crucial question is not what can be done, but what should be done.

As clearinghouses for community information, it is imperative for libraries to see themselves as information conscious rather than book conscious.¹⁸ Time will necessarily be spent away from the library gathering information firsthand and making vital personal contacts. Communication between the library and community and vice versa is the happy result.

¹⁷Elizabeth Merkelson, "Community Function in the Library's Information Center," Drexel Library Quarterly 12 (January-April 1976): 59-68.

¹⁸Dale R. Schrag and Calvin J. Boyer, "Nonconventional Information Sources and Services in the Library: Our Credo," RQ 15 (Fall 1975): 11.

CHAPTER II: REVIEW OF THE LITERATURE

Thomas Childers of Drexel University School of Library Science is in the process of conducting a survey of public library involvement in I & R centers. At the time of this writing, further information on his findings is unavailable. Through a grant from the Office of Education, HEW, Childers surveyed libraries known to be involved in I & R as noted in national directories and also sent questionnaires to every seventh library listed in the Bowker Annual in a random sampling.

Information about a major federally funded project has evolved during the past few years. The Neighborhood Information Centers Project (NIC) was a consortium of five major public libraries (Atlanta, Cleveland, Detroit, Houston, and Queens Borough) which implemented proposals to research and design criteria for the establishment and operation of two neighborhood information centers in two branch libraries in each of the cities. The grant was for a one-to-three year period, 1972-1975, with each of the five libraries completing the original project objectives, then extending or not extending services on a system basis according to prevailing conditions.

In the Detroit Public Library, through the commitment of Clara Stanton Jones, director, TIP became the outstanding library model. Houston also enjoyed the added support of the mayor and city administration and received increased funding and staffing as a direct result of the project.

In the other three libraries, Atlanta, Cleveland, and Queens Borough, initial commitment to system development varied. These libraries experienced changes in leadership, internal organizational changes, and varied forms of staff resistance. Dorothy Turick, in charge at Cleveland's project for a year, writes:

The initial planning period was too short. But planning had to be accelerated to fulfill the terms and conditions of the first year grant. Had the project initially been proposed as a three-year project, and had there been a preliminary planning grant to enable the five libraries to participate in overall planning in a shared fashion prior to project inception, some of the later problems might have been alleviated.¹

An outside evaluation of the successes and failures of the NIC was done by Childers late in 1975, through site visits, interviews with staff members, and questionnaires to social service agencies and users. A total of 580 usable interviews were accumulated from all five cities, representing about 17 percent of the patrons who received NIC services during the survey period, or about 3,395 persons. Replies showed that while half of those interviewed had used the

¹ Dorothy Turick, "Federal Projects," Library Journal, Special Report, no. 5 (1978), p. 43.

library, about half had not used it before. Childers notes that the cities with the strongest publicity campaigns and what he judged most vital and effective services had by far the largest percent of users.²

A 1977 Interim Report of the I & R service for residents of Maryland's Eastern Shore relates its success in promoting community information and increasing cooperation between agencies and organizations in the counties. The I & R service has shown improvement in two of the three libraries because of the necessary commitment to the project by library administrators, library staff, and library trustees.³

Robert Yin did a 1974 study of five branch libraries where I & R services had been initiated. Library involvement in I & R services was found to be an asset from the standpoint of staffing, accessibility to users, and cooperative relationship with other agencies. It was neutral in terms of needs assessment, directory development, publicity and record keeping. Yin concluded with a discussion of possible roles of

²Thomas Childers, Third Year Continuation of a Proposal to Research and Design Criteria for the Implementation and Establishment of a Neighborhood Information Center in Five Public Libraries: Atlanta, Cleveland, Detroit, Houston and Queens Borough, Final Summary Report (Washington, D. C.: U. S. Department of Health, Education, and Welfare, Office of Education, Office of Libraries and Learning Resources, 1975).

³Mary Landry Eidleman, Information and Referral Service for the Residents of Maryland's Eastern Shore, Interim Report (Baltimore, Md.: Maryland. Division of Library and Development Services, 1977).

federal and state governments in developing I & R services in other cities.⁴

Enoch Pratt Free Library in Baltimore, in a model somewhat like the Citizens' Advice Bureau (CAB) in England, experimented with I & R in 1971. Joseph Donahue notes that PIC failed for reasons similar to Childer's research, i.e., sparse publicity; lack of definition, objectives, and intended scope of services; inadequate staff training and poor morale; failure to grant sufficient authority to the I & R department; restriction of the service in branch libraries; and confusion over the relation of PIC with other I & R agencies.⁵

A three-year study of I & R services will be getting underway this year by the American Institute for Research in the Behavioral Sciences. The study will be jointly funded by HEW and the Ford Foundation. Among the objectives will be the publication of both a national survey and a handbook of I & R services, as well as a study of the funding and evolution of I & R services in twenty to thirty states.

The only national survey of the state of the art of I & R involvement in public libraries appeared in a 1974 publication

⁴Robert K. Yin et al., Neighborhood Communications Centers: Planning Information and Referral Services in the Urban Library (Washington, D. C.: Rand Corp., 1974).

⁵Joseph C. Donahue, "Public Information Center Project," in Information for the Community, ed. Manfred Kochen and Joseph C. Donahue (Chicago: American Library Association, 1976): 79-93.

by Carol A. Becker, Community Information Service: A Directory of Public Library Involvement.⁶ Becker sent a copy of the form letter to the recommended libraries from the state library agencies' suggestions, with fifty-three library profiles listed in the Directory. Becker concludes that the degree of participation among the libraries is quite varied. Some provide regular staff training, others only publish brochures. Funding has been ingeniously solicited from federal, state, and local sources, rather than library budgets alone. All public library I & R centers began after 1970. Most preferred to operate on a local level of territory being served; for example, the traditional neighborhood. Publicity ranged from letters to social service agencies to subway advertisements. Regarding competition with other I & R agencies in the same community, most libraries indicated a firm desire to cooperate, not compete. The reference staff was used for I & R usually; but the very nature of the work prompted the involvement of volunteers and paraprofessionals. Administratively, I & R placed immediately under the library director had a different view of their activities than those under the reference department. Because of this situation Becker concludes that resultant service is not necessarily better or worse, but staffing, outreach and community outreach might be affected.

⁶Carol A. Becker, Community Information Service: A Directory of Public Library Involvement (College Park, Md.: University of Maryland, 1974).

CHAPTER III: THE STUDY

Methodology

A copy of a form letter explaining the project (see appendix A) was sent to each of the fifty state libraries, accompanied by a sample copy of the questionnaire. (See appendix B.) Ten state library agencies responded that no public libraries in their states had I & R centers. Five states did not respond either to the letter or the follow-up telephone call or second letter. Thirty-five states, however, responded by listing a total of 177 possible I & R centers located in public libraries.

These recommended libraries were sent copies of the questionnaire with a cover letter (see appendix C) to ascertain their involvement in I & R service. (See appendix D for all responses to the letters from the state libraries as well as from the individual libraries. Libraries that responded to both Becker's study and this present survey are indicated with the following symbol: °.)

Of the 177 public libraries surveyed, 125 or 71 percent were returned. Of these returned, sixty-five or 52 percent noted they had no I & R center as defined in the letter or that they saw no distinction between I & R and reference service. The remaining sixty libraries or 48 percent that

responded were able to define their year of inception for a distinct I & R service. These sixty libraries are the basis for this present paper.

The questionnaire used as a basis for the survey attempted to measure public libraries' current involvement in I & R service in more detail than the previous study done by Becker. C. Hohenstein's Information and Referral Program Configuration: A Guide for Statewide Planning served as the basis for the first ten questions. These guidelines rate each area of I & R service (for example, advocacy, outreach, follow-up) on an "a" to "e" performance level scale, with an "a" indicating optimum service in a highly-organized manner, contrasted against an "e" for little or no performance.¹ The remainder of the questionnaire concerned funding, staff, administrative position, limitations of service, budget, area served, hours of service per week, and the influence (if any) on overall library usage and future goals.

Findings of the Study

The following is a compilation of answers and observations regarding responses. In some instances, a library gave more than one answer to a question. As a result, some case percentages may exceed 100 percent.

¹C. L. Hohenstein and J. Banks, I & R Program Configuration: A Guide for Statewide Planning (Atlanta: C. L. Hohenstein and Associates, 1975): 16-41.

Advocacy

Use of the word "advocacy" has raised and continues to raise eyebrows among I & R groups, both in and out of the public library fields. One faction sees it as championing a client's needs and rights. If this definition is followed through to its conclusion, libraries will at times be adopting an adversary position toward agencies or individuals in those agencies. The other definition puts a milder emphasis on the library's role in advocacy, shifting it instead to their clients to help them gain maximum control over their own lives. It is evidenced in Table 1 that public librarians are, for the most part, using the first definition of advocacy.

TABLE 1
EXTENT OF THE LIBRARY'S INVOLVEMENT IN ADVOCACY

Type of Advocacy	No. of Libraries	Percentage
a. Organized advocacy, in which policy or political advocacy is pursued by organized groups of persons	1	2
b. Political advocacy in which policy advocacy is pursued with intermediary third or additional parties	1	2
c. Policy advocacy in which agencies are pressed for changes in policy and procedures to meet the needs of a group.	2	3
d. Case advocacy in which a client's unsolved problem or unmet need is pursued with another agency	20	33
e. No advocacy role.	39	65
No response.	2	3
Total	65	108

Case Management or Tracking

Case management, that is, seeing that a client has actually received help requested by contacting the agency to whom the client was referred, is done by libraries only on an informal or random basis, the survey shows. Some libraries make follow-up calls or mail follow-up cards to the referral agency. As seen in Table 2, most public libraries do not provide this service.

TABLE 2
EXTENT OF THE LIBRARY'S INVOLVEMENT IN
CASE MANAGEMENT

Type of Case Management	No. of Libraries	Percentage
a. Client's problems are diagnosed and service plan developed. Delivery of services in accordance with plan is monitored. Plan variances are addressed and case managed to adequate conclusion.	2	3
b. Clients are tracked through multiple services as required, and follow-up or advocacy provided as needed. No diagnosis performed. Systematic tracking methodology	2	3
c. Intermediate to Level <u>b.</u> and Level <u>d.</u>	3	5
d. Clients are tracked by I & R system on an informal, personal and periodic basis. File kept on services rendered to client.	10	17
e. None	42	70
No response	2	3
Total.	61	101

Direct Client Interviewing

Requests for information come both from person-to-person contacts within the library as well as on the telephone. Written records are usually made of calls which require more than simple information. Most in-depth interviewing which is required by counseling, for example, is done by the social service agency rather than the I & R service at the library.

TABLE 3

EXTENT OF THE LIBRARY'S INVOLVEMENT IN DIRECT CLIENT INTERVIEWING

Type of Direct Client Interviewing	No. of Libraries	Percentage.
a. A two-way conversation for the purpose of giving and receiving information, and the performance of preliminary screening including agency eligibility determination and problem diagnosis. Written records of the case are made on standardized intake forms	5	8
b. Same as Level <u>a.</u> above, except screening is only for problem diagnosis. .	1	2
c. A two-way conversation for the purpose of giving and receiving information only. Written records of the case are made on a standardized intake form.	9	15
d. Same as Levels <u>a.</u> , <u>b.</u> , and <u>c.</u> , above, except count level data only is maintained	13	22
e. Same as Level <u>d.</u> above, but no data is maintained.	28	47
No response	4	7
Total.	60	101

Escort

Picking people up at their homes and taking them to the social service agency is not a typical function of library I & R service as revealed in Table 4. When performed at all, escort service is usually available through another organization or with volunteers.

TABLE 4

EXTENT OF THE LIBRARY'S INVOLVEMENT IN ESCORT

Type of Escort	No. of Libraries	Percentage
a. Client is transported and accompanied to facility by I & R center staff as needed. Escort remains with client for total period of stay at facility and accompanies client back to residence	0	0
b. Same as Level <u>a.</u> above, except volunteer program.	1	2
c. Any other level of escort service by paid staff which is of lesser magnitude than described in <u>a.</u> above . . .	4	7
d. Same as <u>c.</u> above, except volunteer program	1	2
e. None.	53	88
No response.	2	3
Total	61	102

Evaluation

Most libraries do a minimum of analyzing their I & R services, according to the responses. There are a variety of reasons for this situation. The process is time-consuming and

requires already overtaxed staff time, and there is not an existing evaluation procedure for I & R programs. Most of the I & R evaluation that has been done is found to be subjective and quantitative. Monitoring of the program as a whole, with input to and from agencies or users, is done by only 7 percent of the participating libraries as shown in Table 5.

TABLE 5
EXTENT OF THE LIBRARY'S INVOLVEMENT IN EVALUATION

Type of Evaluation	No. of Libraries	Percentage
a. Determination of the degree of accomplishment of I & R service delivery plus evaluation of the services provided by participating agencies	4	7
b. Same as Level <u>a.</u> above, but I & R service only.	6	10
c. Same as Level <u>a.</u> above, except output evaluation only	1	2
d. Only monitoring of internal services is performed.	22	37
e. None.	21	35
No response.	6	10
Total	60	101

Follow-Up on Client Referrals

Ideally, if staff and time permitted, librarians would want to know if their patrons have received services from agencies to which they were referred. Unfortunately, the ideal is far off as Table 6 portrays. Even so, many questions are routine or even anonymous and as a result, there is little

doubt that the patron is satisfied. Thus complete follow-up is unnecessary. Some libraries use forms when the situation determines the need for such a function.

TABLE 6
EXTENT OF THE LIBRARY'S INVOLVEMENT IN
FOLLOW-UP

Type of Follow-Up	No. of Libraries	Percentage
a. Contacting the individual if the referral form has not been received in a specified period of time to determine status of the case. Further attempts to provide assistance are made if need is indicated	2	3
b. Contacting the agency if the referral form has not been returned from the agency or if the referral form has been unsatisfactorily returned. . . .	0	0
c. Contacting the individual within a specified time to determine if the referral was followed. Status of case is determined with appropriate action taken if indicated	6	10
d. Contacting the agency within a specified time period to determine if the client appeared for service and if an appropriate referral was made .	3	5
e. No follow-up.	46	77
No response.	4	7
Total	61	102

Information Dissemination to Agencies

True to a basic philosophy, libraries graciously and robustly distribute information to agencies and, from the survey, 40 percent make no differentiation between a

professional group needing information and the individual patron, according to Table 7.

TABLE 7
EXTENT OF THE LIBRARY'S INVOLVEMENT IN
INFORMATION DISSEMINATION

Type of Information Dissemination	No. of Libraries	Percentage
a. Providing entire resource file to all area agencies, or edited and sorted resource files to these agencies. Also, serve as the coordinator for the area so that all human service providers may submit resource changes for central update by the I & R facility as they occur	12	20
b. Providing edited and sorted resource files to area agencies on the basis of particular interests of the agencies such as service capability and geographic service area of agencies	5	8
c. Providing entire resource file to all area agencies in order to accomplish an adequate, accurate and complete dissemination of information.	3	5
d. Providing special information which may be in the form of a directory, to agencies, based on resource file contents	18	30
e. No special differentiation between agency and any other client.	24	40
No response	2	3
Total.	64	106

Public Information or Outreach

Almost one-half of the libraries surveyed actively promote a public relations program. In fact, 43 percent,

according to Table 8, not only have planned preparation for the mass media, but have their own technical support for audio-visual requirements necessary to produce a professionally-designed presentation. Many libraries make public appearances to groups of all kinds. Perhaps because some library-based I & R centers have failed due, in part, to poor publicity, most libraries actively seek to be seen and heard.

TABLE 8

EXTENT OF THE LIBRARY'S INVOLVEMENT IN OUTREACH

Type of Outreach	No. of Libraries	Percentage
a. Planned preparation, delivery, and distribution of materials for newspaper, radio, and television. Appearances before governmental committees, social clubs, and other groups to publicize and explain program. Preparation capability includes technical support for the completion of all audio-visual requirements	26	43
b. Same as Level <u>a.</u> above, except technical support includes graphics capability only.	4	7
c. Same as Level <u>a.</u> above, except no technical support exists	7	12
d. Ad hoc preparation of material for the media on a demand basis only . .	9	15
e. Public information limited to that which can be provided by telephone counselor.	13	22
No response	3	5
Total.	62	104

Referral

Referring or "steering" inquirers to appropriate agencies is an almost universal function of I & R work. Differing degrees of client engagement to the referred facility, however, were observed from the study. Seventy percent of the libraries informed clients of the availability of the facility. Only 2 percent made the appointments for the clients for specific dates and times, according to Table 9. Frequently, the decision was based on the capability of the client to operate within the system without additional assistance.

TABLE 9

EXTENT OF THE LIBRARY'S INVOLVEMENT IN REFERRAL

Type of Referral	No. of Libraries	Percentage
a. Making an appointment for a person at a facility on a specific day for a specified time. Provision of a referral form to an agency and client	1	2
b. Same as Level <u>a.</u> above, but no referral forms are sent	4	7
c. Confirming that an agency will provide service to a client subject to certain general conditions and informing client of such	19	32
d. Providing the name and phone number of an agency which is perceived to be of potential assistance in the solution of a client's problem . . .	42	70
e. Problems are handled internally only. Stated policy is that no referrals are made	4	7
No response	1	2
Total.	71	120

Reporting

Reports are made to the library board, or library administration, perhaps even to a funding agency outside the library. This function of reporting varies widely depending on record keeping ability and availability of funds for such efforts. Table 10 evidences a lack of criteria and standardized procedures for evaluating services also. Only 10 percent of participating libraries did complete quarterly reports.

TABLE 10
EXTENT OF THE LIBRARY'S INVOLVEMENT IN REPORTING

Type of Reporting	No. of Libraries	Percentage
a. Preparation of statistical reports not less frequently than quarterly. Reports contain information on (1) input including caller and call profiles; (2) output including I & R center actions, and user satisfaction; and (3) outcome such as results of actions taken by users	6	10
b. Same as Level <u>a.</u> above, except reports are less frequent than quarterly	0	0
c. Statistics are available but analytic reports are not made.	13	22
d. Only the simplest count type data is maintained such as the number of calls per period of time.	21	35
e. None.	18	30
No response.	2	3
Total	60	100

Funding

As was expected, since most federal grants are expended, and the interest of other previously supportive groups is dwindling, 83 percent of the public libraries with I & R services are supported, at least in part, through the regular library budget, according to Table 11. Libraries wishing to continue improvements in all areas of their service are, however, necessarily seeking to promote alternative sources of revenue. Foundations, community and county groups, and the possible formation of networks are being seriously considered to control costs of operation. Thirteen percent are looking to community sources, 13 percent to federal and 8 percent to state grants, as seen in Table 12.

TABLE 11

EXTENT OF THE LIBRARY'S INVOLVEMENT IN FUNDING

Type of Present Funding	No. of Libraries	Percentage
a. Library budget	50	83
b. Community funds.	3	5
c. Federal grant.	6	10
d. State grant.	8	13
e. Other.	7	12
Total.	74	123

TABLE 12
EXTENT OF THE LIBRARY'S INVOLVEMENT IN
LONG-RANGE FUNDING

Type of Future Funding	No. of Libraries	Percentage
a. Library budget	48	80
b. Community funds.	8	13
c. Federal grant.	5	8
d. State grant.	5	8
e. Other.	5	8
No response	3	5
Total.	74	122

Operating Budget for 1978

Most libraries have a rather large budget allotment for I & R in the urban or county library settings. Almost half (48 percent) of the libraries, however, can and do exist on a budget of less than \$20,000, according to Table 13. The budgets include salaries as well as equipment costs and supplies.

Other libraries indicated noted they were unable to determine specific budgets because no distinction was made for the service in the overall general library budget.

TABLE 13

EXTENT OF THE LIBRARY'S INVOLVEMENT IN
OPERATING BUDGET FOR 1978

Type of Present Operating Budget	No. of Libraries	Percentage
a. Under \$5,000	14	23
b. Under \$10,000.	7	12
c. Under \$15,000.	4	7
d. Under \$20,000.	2	3
e. Other.	29	48
No response	4	7
Total.	60	100

Geographic Area

It was revealing to note that over one-half of the libraries responding are servicing a county or regional and rural area, according to Table 14. Many were likewise serving large metropolitan areas. No particular size of community in the United States has dominated I & R services. That many rural communities do have the service is due in part to federal funds helping the disadvantaged.

Hours of Service

Most I & R centers indicated they have identical hours with other library functions. On the average, 57 percent of the respondents indicated that they were open twelve hours a

day, according to Table 15. Being accessible is, they felt, the key to their services. No library indicated a twenty-four hour hotline.

TABLE 14

EXTENT OF THE LIBRARY'S INVOLVEMENT IN
GEOGRAPHIC AREA

Type of Geographic Area	No. of Libraries	Percentage
a. Neighborhood	2	3
b. City	15	25
c. County	31	52
d. Region	8	13
e. Other.	7	12
Total.	63	105

TABLE 15

EXTENT OF THE LIBRARY'S INVOLVEMENT IN
HOURS OF SERVICE

Hours of Service	No. of Libraries	Percentage
a. Under 10 hours	0	0
b. Under 30 hours	0	0
c. Under 60 hours	24	40
d. Under 90 hours	34	57
e. Other.	3	5
Total.	61	102

Staffing

It was interesting to note that three of the sixty libraries, or 5 percent, employ full-time social workers, thereby increasing the types of I & R functions those libraries can offer, according to Table 16. Librarians and paraprofessionals are paid for their services in contrast to the CAB centers in England which are community-sponsored and staffed by volunteers. Thirty-seven percent of the libraries do benefit from volunteers. In some instances, these people provide escort service or clerical work.

TABLE 16
EXTENT OF THE LIBRARY'S INVOLVEMENT IN STAFFING

Type of Staffing	No. of Libraries	Percentage
a. Full-time professional librarian . . .	32	53
b. Full-time professional social worker .	3	5
c. Salaried paraprofessionals	29	48
d. Other.	22	37
Total.	86	143

Administration

Answers to this question reveal a whole spectrum of organizational structure with no one kind taking precedence. Thirty-seven percent of I & R is a part of reference service,

as seen in Table 17. These statistics correlate with current literature on the subject, to prove that if the goals and objectives are clear, communication is good, and respect and understanding mutual among all departments, I & R will succeed.

TABLE 17
EXTENT OF THE LIBRARY'S INVOLVEMENT
IN ADMINISTRATION

Type of Administrative Hierarchy	No. of Libraries	Percentage
a. Directly responsible to the head of the library system	10	17
b. Directly responsible to the head of the library.	12	20
c. Directly under reference service . . .	22	37
d. An experimental project.	6	10
e. Other.	15	25
Total.	65	109

Resource File

Most libraries use a type of card file which they have found practical and economical, as well as effective. Table 18 reveals that 82 percent employ a manual card file. This fact does not imply necessarily that a computer is undesirable, but rather unaffordable in almost all instances. Some I & R centers use notebooks with loose-leaf sheets which can easily be updated and duplicated.

TABLE 18
EXTENT OF THE LIBRARY'S INVOLVEMENT IN
RESOURCE FILE

Type of Resource File	No. of Libraries	Percentage
a. Manual card file	49	82
b. Computer file.	3	5
c. Combination of Levels <u>a.</u> and <u>b.</u> above.	1	2
d. Other.	11	18
No response	1	2
Total.	65	109

Types of Information

Libraries happily provide as much information as they can possibly gather, according to the study. The 25 percent in Table 19 who said they give only community information would provide more, if time and staff could find means of achieving this. Most of the libraries aim at being universal information and referral centers, with a goal of serving broader populations with in-depth information. The Los Angeles County Library System probably comes closest to this achievement. Not only are human services given attention, but even ephemeral information and referral are provided for such concerns as entertainment events.

TABLE 19
EXTENT OF THE LIBRARY'S INVOLVEMENT IN
TYPES OF INFORMATION

Type of Information	No. of Libraries	Percentage
a. Any type of question is welcome . . .	45	75
b. Just community information.	15	25
c. Only some subject areas	2	3
Total	62	103

I & R in Relation to Library Activities

This question is one that is pondered by libraries presently involved in I & R as well as by those planning such services. For librarians "pro" I & R, the response is heartwarming: 70 percent of the libraries noted either a definite, or very possible correlation between the promotion of the library's I & R center and an increase in usage by new patrons, according to Table 20. Most librarians dedicated to I & R would hope they played an active role in promoting traditional library services. It is equally important to note that traditional reference services offer I & R the needed background support.

Public Library I & R Involvement

The development of I & R centers in libraries responding to the survey shows a steady swell in the mid-1970s. Most

centers display a grassroots origin as outside funding was unavailable. The decline of the late 1970s shown in Table 21 may be due to lack of funds or may be the result of state libraries being unaware of newly-formed centers.

TABLE 20

RELATIONSHIP OF I & R TO OTHER
LIBRARY ACTIVITIES

Extent of Relationship	No. of Libraries	Percentage
a. Yes, definitely!	23	38
b. Possibly, to a certain extent.	19	32
c. No, not noticeably	9	15
d. Uncertain.	5	8
e. No correlation	3	5
No response	1	2
Total.	60	100

TABLE 21

GROWTH OF PUBLIC LIBRARY I & R SERVICES

Year of Origin	No. of Libraries	Percentage
Before 1971	2	3
1971.	0	0
1972.	3	5
1973.	4	7
1974.	7	12
1975.	15	25
1976.	12	20
1977.	9	15
1978.	7	12
1979.	1	2
Total.	60	101

Future Plans for Development in 1979

It is clear from a glance at Table 22 that libraries will continue to publicize forcefully their I & R services as their top priority. Over one-half (52 percent) are determined to develop better communication between their facility and the agencies to which they refer clients. It would appear that other I & R functions will remain in the hands of other I & R groups, namely such functions as advocacy, reporting, case management, interviewing, and escort. Most librarians believe social workers are better prepared to provide these specialized services.

TABLE 22
FUTURE PLANS FOR I & R LIBRARIES IN 1979

Services	No. of Libraries	Percentage
a. Advocacy	3	5
b. Case management or tracking.	1	2
c. Direct client interviewing	3	5
d. Escort	1	2
e. Evaluation	12	20
f. Follow-up.	7	12
g. Information dissemination to agencies	31	52
h. Public information	43	72
i. Referral	22	37
j. Reporting.	5	8

A number of libraries have developed pamphlets and booklets to explain and highlight their services. Among the enclosures sent to the author were: The Community Information Source, a joint venture from the Dallas Public Library and the North Central Texas Council of Governments; Who Will Help? a booklet from Xenia, Ohio; A Journal of Information and Referral Service, from the Tulsa City-County Library; and Preparing a Human Services Directory, from the Monroe County Library System in Rochester, New York. The latter two pamphlets give a simple, clear explanation for the establishment of I & R centers in public library settings.

CHAPTER IV: SUMMARY

Information-giving and referral are key services public libraries can provide. Of the 177 public libraries surveyed, 125 or 71 percent were returned. Of these returned sixty-five or 52 percent noted they had no I & R center as defined in the letter or that they saw no distinction between I & R and reference service. The remaining sixty libraries or 48 percent that responded were able to define their year of inception for a distinct I & R service. These sixty libraries were used as the basis for the findings of this paper.

Most of the libraries believe that advocacy, case management, escort, and follow-up is either undesirable and should be developed by other agencies, or that, due to lack of funding, is temporarily unfeasible.

One of the most apparent trends is the fact that librarians are recognizing their responsibility to assist in filling expanding community information needs, as well as in reaching a greater number of people in the community. Seventy percent of the libraries felt there was or could be a direct correlation between I & R and other increased library usage.

The mushrooming of 60 I & R centers in the 1970s supporting themselves with current library budgets, as 80 percent of them indicated, is proof of their belief in the value of I & R.

Librarians are realizing the importance of close ties with social agencies, the necessity of publicizing I & R services, and the imperative to formulate guidelines so as to be better able to evaluate present I & R functions.

The research done in this paper revealed other areas where further study can be done. Prior to Clara Stanton Jones' book, entitled Public Library Information and Referral Services,¹ there was no single resource to which public library personnel or other interested persons could turn for readable and basic information regarding I & R in public libraries. Other practical manuals are in order. Studies could be done on other successful centers, in settings and budgets much different from those at the Detroit Public Library, which processes 100,000 inquiries a year.

Courses of study need further testing and analysis to formulate and revise curricula in library science schools and information departments. Courses need to be offered at more schools throughout the country to prepare and improve skills of I & R specialists.

More research needs to be done on computer use in I & R centers, both within the individual library setting itself and in the networking of I & R centers with each other.

¹ Clara Stanton Jones, Public Library Information and Referral Services (Syracuse, N.Y.: Gaylord Professional Publications, 1978).

It is imperative that libraries study alternative sources of funding to supplement their allocated budgets, not only as a means to maintain present levels of I & R expertise, but to develop excellence in the traditional role of acquisition and preservation of materials.

Information and referral can service affluent middle-class citizens as well as the disadvantaged. More community studies need to be made to determine specific needs for present or future I & R centers. Moreover, it has been proven that I & R can and does attract substantial and new audiences to the public library, thus indicating how essential it is to know those being served.

The potential of the library, and in particular of the I & R specialized service just beginning in this country, is as vast as the human imagination.

APPENDIX A: LETTER SENT TO THE STATE LIBRARIES

January 31, 1979

As a researcher at the University of Wisconsin-Oshkosh, I am engaged in a project concerned with the development of community information and referral centers in the United States, particularly those in or operated by public libraries. The data will be incorporated into my seminar paper which is a partial requirement for my library science master's degree. Copies of my findings will be made available on request.

Attached please find a listing of the type of data about each identified center I will be accumulating. A working definition of the type of information center I mean can be described as a public library possessing a community file of either relevant social agencies, linking the service and the person together with information on housing, health, recreation, legal aid, job openings, etc., or questions concerned with such day-by-day practicalities as "who can show me how to knead bread?" The center is distinct from regular reference service, focusing on the community as a whole, not just business or academic interests.

I would appreciate if you would notify me of any community information centers in your state which meet these qualifications so that I may send them a questionnaire. I am most anxious to see the growth of any centers since Carol A. Becker's inquiry to you. (Community Information Service: A Directory of Public Library Involvement. College of Library and Information Services, Student Contribution Series, no. 8. College Park: University of Maryland, 1974.)

May I thank you in advance for your time and consideration.

Sincerely,

Nancy A. Mashuda

APPENDIX B: THE QUESTIONNAIRE

Questionnaire for Public Library Community Information and Referral Centers

Please circle the appropriate answer.

1. What is the extent of your library's involvement in ADVOCACY?
 - a. Organized advocacy, in which case, policy or political advocacy is pursued by organized groups of persons.
 - b. Political advocacy in which case or policy advocacy is pursued with intermediary third or additional parties.
 - c. Policy advocacy in which agencies are pressed for changes in policy and procedures to meet the needs of a group.
 - d. Case advocacy in which a client's unsolved problem or unmet need is pursued with another agency.
 - e. No advocacy role.
2. What is the extent of your library's involvement in CASE MANAGEMENT OR TRACKING?
 - a. Client's problems are diagnosed and service plan developed. Delivery of services in accordance with plan is monitored. Plan variances are addressed and case managed to adequate conclusion.
 - b. Clients are tracked through multiple services as required, and follow-up or advocacy provided as needed. No diagnosis performed. Systematic tracking methodology.

Questions 1-10 are based on C. L. Hohenstein and Associates' Information and Referral Programs Configuration: A Guide for Statewide Planning. Under contract with the South Carolina Commission on Aging. Atlanta, Georgia: OHD-20114, 1975.

- c. Intermediate to Level b. and Level d.
 - d. Clients are tracked by I & R system on an informal, personal and periodic basis. File is kept on services rendered to client.
 - e. None.
3. What is the extent of your library's involvement in DIRECT CLIENT INTERVIEWING?
- a. A two-way conversation for the purpose of giving and receiving information, and the performance of preliminary screening including agency eligibility determination and problem diagnosis. Written records of the case are made on standardized intake forms.
 - b. Same as Level a. above, except screening is only for problem diagnosis.
 - c. A two-way conversation for the purpose of giving and receiving information only. Written records of the case are made on a standardized intake form.
 - d. Same as Levels a., b., and c. above, except count level data only is maintained.
 - e. Same as Level d. above, but no data is maintained.
4. What is the extent to your library's involvement in ESCORT?
- a. Client is transported and accompanied to facility by I & R center staff as needed. Escort remains with client for total period of stay at facility and accompanies client back to residence.
 - b. Same as Level a. above, except volunteer program.
 - c. Any other level of escort service by paid staff which is of lesser magnitude than described in a. above.
 - d. Same as c. above, except volunteer program.
 - e. None.
5. What is the extent of your library's involvement in EVALUATION?

- a. Determination of the degree of accomplishment of I & R service delivery plus evaluation of the services provided by participating agencies.
 - b. Same as Level a. above, but I & R service only.
 - c. Same as Level a. above, except output evaluation only.
 - d. Only monitoring of internal services is performed.
 - e. None.
6. What is the extent of your library's involvement in FOLLOW-UP?
- a. Contacting the individual if the referral form has not been received in a specified period of time to determine status of the case. Further attempts to provide assistance are made if need is indicated.
 - b. Contacting the agency if the referral form has not been returned from the agency or if the referral form has been unsatisfactorily returned.
 - c. Contacting the individual within a specified time to determine if the referral was followed. Status of case is determined with appropriate action taken if indicated.
 - d. Contacting the agency within a specified time period to determine if the client appeared for service and if an appropriate referral was made.
 - e. No follow-up.
7. What is the extent of your library's involvement in INFORMATION DISSEMINATION TO AGENCIES?
- a. Providing entire resource file to all area agencies, or edited and sorted resource files to these agencies. Also, serve as the coordinator for the area so that all human service providers may submit resource changes for central update by the I & R facility as they occur.
 - b. Providing edited and sorted resource files to area agencies on the basis of particular interests of the agencies such as service capability and geographic service area of agencies.

- c. Providing entire resource file to all area agencies in order to accomplish an adequate, accurate and complete dissemination of information.
 - d. Providing special information which may be in the form of a directory, to agencies, based on resource file contents.
 - e. No special differentiation between agency and any other client.
8. What is the extent of your library's involvement in PUBLIC INFORMATION?
- a. Planned preparation, delivery, and distribution of materials for newspaper, radio, and television. Appearances before governmental committees, social clubs, and other groups to publicize and explain program. Preparation capability includes technical support for the completion of all audio-visual requirements.
 - b. Same as Level a. above, except technical support includes graphics capability only.
 - c. Same as Level a. above, except no technical support exists.
 - d. Ad hoc preparation of material for the media on a demand basis only.
 - e. Public information limited to that which can be provided by telephone counselor.
9. What is the extent of your library's involvement in REFERRAL?
- a. Making an appointment for a person at a facility on a specific day for a specified time. Provision of a referral form to an agency and client.
 - b. Same as Level a. above, but no referral forms are sent.
 - c. Confirming that an agency will provide service to a client subject to certain general conditions and informing client of such.
 - d. Providing the name and phone number of an agency which is perceived to be of potential assistance in the solution of a client's problem.

- e. Problems are handled internally only. Stated policy is that no referrals are made.
10. What is the extent of your library's involvement in REPORTING?
- a. Preparation of statistical reports not less frequently than quarterly. Reports contain information on (1) input including caller and call profiles; (2) output including I & R center actions, and user satisfaction; and (3) outcome such as results of actions taken by users.
 - b. Same as Level a. above, except reports are less frequent than quarterly.
 - c. Statistics are available but analytic reports are not made.
 - d. Only the simplest count type data is maintained such as the number of calls per period of time.
 - e. None.
11. How is your service funded?
- a. Library budget.
 - b. Community funds.
 - c. Federal grant.
 - d. State grant.
 - e. Other. Please specify.
12. What are your long-range funding plans?
- a. Library budget.
 - b. Community funds.
 - c. Federal grant.
 - d. State grant.
 - e. Other. Please specify.

13. What was your operating budget for I & R services in 1978?
 - a. Under \$5,000.
 - b. Under \$10,000.
 - c. Under \$15,000.
 - d. Under \$20,000.
 - e. Please specify, if other.
14. What geographic area do you serve?
 - a. Neighborhood.
 - b. City.
 - c. County.
 - d. Region.
 - e. Other. Please specify.
15. How many hours are you open weekly?
 - a. Under 10 hours.
 - b. Under 30 hours.
 - c. Under 60 hours.
 - d. Under 90 hours.
 - e. Other. Please specify.
16. How is your service staffed?
 - a. Full-time professional librarian. How many?
 - b. Full-time professional social worker. How many?
 - c. Salaried paraprofessionals. How many?
 - d. Other. Please specify.
17. What is the administrative position of your service within the library?

- a. Directly responsible to the head of the library system.
 - b. Directly responsible to the head of the library.
 - c. Directly under reference service.
 - d. An experimental project.
 - e. Other. Please specify.
18. What type of resource file do you maintain?
- a. Manual card file.
 - b. Computer file.
 - c. Combination of Levels a. and b. above.
 - d. Please specify, if other.
19. Is your service limited in the type of subject material?
- a. Any type of question is welcome.
 - b. Just community information.
 - c. Only some subject areas. Please specify.
20. Has the addition of the I & R to other library services increased overall library activities?
- a. Yes, definitely!
 - b. Possibly, to a certain extent.
 - c. No, not noticeably.
 - d. Uncertain.
 - e. No correlation.
21. When did you begin offering I & R services?
22. Which service(s) will you try to improve and/or develop in 1979?
- a. Advocacy.
 - b. Case management or tracking.

- c. Direct client interviewing.
- d. Escort.
- e. Evaluation.
- f. Follow-up.
- g. Information dissemination to agencies.
- h. Public information.
- i. Referral.
- j. Reporting.

OTHER COMMENTS WELCOME:

APPENDIX C: LETTER SENT TO INDIVIDUAL LIBRARIES

Dear Librarian:

Your State Librarian has suggested that I write to you directly about the possibility that your library is offering community Information and Referral service. As a graduate student in library science at the University of Wisconsin-Oshkosh, I am engaged in the preparation of a seminar paper, which is a partial fulfillment for a master's degree. The paper will be concerned with tracing the development of Information and Referral services in public libraries in the United States. It is partially based on the 1974 study of Carol A. Becker: Community Information Service: A Directory of Public Library Involvement. College of Library and Information Services, Student Contribution Series, no. 8. College Park: University of Maryland, 1974.

Attached is a listing of the type of data about each identified center I will be accumulating. A working definition of the type of information center I mean can be described as a public library possessing a community file of either relevant social agencies, linking the service and the person together with information on housing, health, recreation, legal aid, job openings, etc., or questions concerned with such day-by-day practicalities as "who can show me how to knead bread?" The center is distinct from regular reference service, focusing on the community as a whole, not just business or academic interests.

Please complete and return the questionnaire as soon as possible so that I may include your program in the report. Copies of the report will be furnished upon request.

Sincerely,

Nancy A. Mashuda

APPENDIX D: LIST OF I & R LIBRARIES RESPONDING TO THE SURVEY

Geographic Areas	Questions with Levels of Response																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Alaska																						
Juneau										e	a	a	e	e	d	d	e	a	a	c	77	h
California																						
*Los Angeles	e	e	-	e	d	e	e	e	d	c	c	c	-	e	c	a	e	a	b	a	75	-
																c						
																d						
*San Mateo	e	e	c	e	e	e	a	c	d	d	a	a	e	e	e	a	a	b	b	d	75	c
											b	b				c						e
																						g
																						h
																						i
																						j
Colorado																						
*Grand Junction	e	e	e	e	e	e	d	e	d	e	a	a	e	c	c	d	d	-	b	c	76	-
																d						
Georgia																						
Bainbridge	d	d	e	e	e	c	d	a	d	e	e	e	e	d	c	a	a	d	a	d	72	i
																c						
*Brunswick	e	e	e	e	e	e	c	e	d	e	a	a	e	c	d	d	c	d	b	c	76	h
Dublin	e	e	c	e	-	e	-	a	d	-	a	a	e	c	d	d	b	a	a	a	78	e
																	d					h
*Marietta	e	e	d	e	b	e	a	a	d	c	d	d	b	c	d	c	b	a	b	a	79	g
																d						h
																						i
Savannah	e	e	e	e	d	e	e	e	d	e	a	a	a	d	d	a	c	a	a	d	77	h
																						i
Idaho																						
Idaho Falls	e	e	e	e	e	e	e	b	c	e	a	a	a	b	d	a	b	a	a	b	74	g
																						h
																						i

*Moscow	e	e	e	e	d	e	e	e	d	e	a	-	a	b	d	c	b	a	c	c	77	-
Pocatello	e	e	d	e	d	e	b	a	d	d	a	a	e	c	c	c	a	a	a	b	78	g
*Sandpoint	e	e	e	e	d	e	e	c	d	d	a	a	a	c	d	c	a	a	a	a	76	h
																	b					i
Illinois																						
Carbondale	e	e	d	e	d	e	d	e	d	d	a	a	b	b	c	c	c	a	a	b	75	g
*East St. Louis	d	b	c	e	e	e	d	d	d	c	a	e	e	b	d	c	c	a	a	d	76	g
											d							d				
Glenview	e	e	e	e	e	e	e	a	d	e	a	a	a	a	d	a	c	a	a	c	76	g
																						h
																						i
																						j
Moline	e	e	e	e	e	e	e	d	d	e	a	-	-	b	d	a	e	a	a	b	b4	h
																					71	
Kansas																						
Dodge City	e	e	d	e	d	e	d	c	c	d	a	a	e	c	e	a	e	a	a	-	77	g
									d						d	c						h
Louisiana																						
*Baton Rouge	d	c	a	e	b	-	b	a	c	a	a	a	e	c	d	a	c	a	a	a	78	e
							e		d		e					c						f
Maryland																						
*Baltimore	d	e	c	e	d	e	b	b	c	c	a	a	e	b	d	a	e	a	a	a	76	g
							d									d						h
																						i
*Bel Air	e	e	d	e	-	e	e	a	d	d	a	a	c	c	d	c	d	a	a	b	76	g
	d																					h
Cambridge	e	e	e	e	d	e	a	a	c	a	a	b	c	c	c	c	c	a	a	a	76	g
									d													h
																						i
																						j

*Indicates a county library.

*Survey in Becker's study in 1974.

APPENDIX D--Continued

Geographic Areas	Questions with Levels of Response																					
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Maryland (cont.)																						
*Denton	d	e	d	c	a	a	a	a	c	c	a	a	e	c	c	a	a	a	a	a	77	g
									d			c					c					
*Eastern	e	e	e	e	d	e	d	a	c	e	a	a	b	c	c	a	a	a	a	b	77	e
									d													f
*Elkton	e	e	d	e	d	e	e	c	d	d	a	a	b	c	c	a	c	a	a	a	75	g
																d						h
*Fairmont Heights	d	a	a	e	a	c	e	a	b	a	a	a	d	c	c	c	b	a	a	e	70	g
									d							d						h
*La Plata Prince Frederick	e	e	c	e	b	e	a	a	d	d	a	a	e	d	d	d	c	a	b	a	73	-
	d						d				d	d										
*Salisbury	e	e	e	e	e	e	c	b	d	d	a	a	e	c	d	c	a	a	a	a	76	g
											d											
*Towson	d	d	d	e	-	c	a	a	b	d	a	a	e	c	d	a	e	a	a	a	75	h
									c							c		d				
									d							d						
Michigan																						
Grand Rapids	e	e	-	e	d	e	b	-	d	-	a	a	c	c	d	d	e	a	a	a	74	g
							c				e							b				h
Minnesota																						
*Austin	d	d	d	d	e	e	a	a	d	d	a	a	b	c	d	a	b	a	a	b	76	g
																						h
New Jersey																						
Fort Lee	e	e	d	e	d	e	e	d	d	d	a	a	a	c	c	a	b	a	c	b	75	h
Paterson	a	-	b	b	b	d	a	a	c	c	c	a	e	b	c	a	a	a	a	a	75	a
				c				d				b				c			b			g
																						h
																						i

Pemberton	d	c	d	c	d	e	d	d	a	c	c	a	e	e	c	c	a	a	a	b	75	f	
New Mexico																							
Santa Fe	e	e	e	e	e	e	d	e	c	e	a	e	e	c	d	a	d	a	a	b	78	g h i	
New York																							
East Meadow	d	d	d	e	-	c	e	a	b	c	a	a	c	a	c	c	c	c	a	a	73	a- j e g h i	
°Jamaica	d	e	c	e	b	e	a	b	d	c	c	-	-	d	e	d	b	a	a	a	72		
Mt. Vernon	e	e	e	e	e	e	e	e	c	e	a	a	e	b	d	a	c	d	b	c	72	h i	
Patchogue	e	d	e	c	e	e	d	e	d	e	a	a	-	e	d	a	b	a	a	b	76	-	
Port Washington	e	e	e	e	d	e	e	d	c	d	a	a	e	e	d	a	c	d	a	b	75	i	
*°Rochester	e	e	-	e	e	a	a	a	e	e	a	a	e	c	c	a	c	b	b	c	73	-	
											e	b				c	d						
North Dakota																							
Bismarck	d	d	e	e	d	e	d	a	c	d	a	c	a	b	c	a	c	a	a	a	74	h i	
Minot	d	d	d	e	d	e	d	d	d	c	a	a	b	b	c	c	c	a	a	a	75	e- j	
Oklahoma																							
*°Tulsa	b	b	c	e	d	e	e	a	d	a	a	a	e	c	d	a	e	a	a	a	74	h i	
	c	d									c	c				b	d						
	d															d							
Ohio																							
Lorain	e	e	e	e	e	e	e	c	c	d	a	a	a	c	d	a	e	d	a	d	77	h	
*Parma	e	d	a	e	e	c	d	d	c	c	a	a	-	d	c	c	d	d	d	a	b	76	h
													d										

*Indicates a county library.

°Survey in Becker's study in 1974.

APPENDIX D--Continued

Geographic Areas	Questions with Levels of Response																						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	
Ohio (cont.)																							
*Toledo	e	e	e	e	c	e	e	a	d	d	a	a	e	c	d	d	c	a	a	b	75	g	
*Xenia	-	e	e	e	d	e	c	a	d	c	a	a	e	c	d	a	a	a	a	b	74	g	
							d	e									e					h	
Pennsylvania																							
*Johnstown	e	e	e	e	e	e	e	e	d	d	a	a	a	d	d	a	c	a	b	c	75	h	
																d							
*Lancaster	e	e	c	e	a	-	a	c	e	a	d	e	a	b	d	c	c	a	b	b	78	e	
														c								h	
Washington	e	e	e	e	d	e	a	a	d	e	e	a	b	d	d	d	c	d	a	a	78	g	
												b										h	
Rhode Island																							
Cranston	e	e	e	e	d	e	e	-	c	e	b	b	a	b	c	a	b	a	b	e	77	g	
											d											i	
Tennessee																							
*Memphis	c	c	a	-	-	-	d	a	c	d	a	a	e	e	d	a	-	e	a	b	a	75	a
	d								d		e					d						c	
																						i	
Texas																							
*Dallas	e	e	e	e	e	e	b	a	d	d	a	a	e	d	c	a	d	b	b	c	75	g	
							d				c	e				c						h	
											e												
*Houston	e	d	c	e	b	a	e	a	c	c	a	a	e	b	d	c	e	a	a	a	74	e	
																						f	
																						h	
West Virginia																							
Huntington	d	a	a	e	a	c	a	a	b	a	a	a	e	e	c	b	e	a	a	a	75	k	
					d						d					c							

Weirton	e	e	e	e	e	e	d	e	d	e	d	a	a	d	c	d	c	a	a	b	77	-
Wisconsin																						
Ashland	e	e	e	e	e	e	e	d	d	e	a	a	a	b	c	a	b	a	a	e	73	h
Green Bay	d	e	e	e	e	e	e	c	d	d	a	a	e	c	d	a	e	d	a	b	74	e
																c		a				g
Mequon	d	e	e	e	d	e	e	e	d	d	a	a	a	b	c	a	c	a	a	b	78	g
											b	b				c						h

*Indicates a county library.

°Survey in Becker's study in 1974.

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